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Sun Valley, Idaho reached via Union Pacific Railroad

Stock#: 81368
Map Maker: Union Pacific Railroad Company
Date: 1940
Place: n.p.
Color: Color
Condition: VG+
Size: 30 x 20 inches
Price: SOLD



Description:

Fantastic vintage poster showing Sun Valley, Idaho, dated to circa 1940 based on the Union Pacific Railroad advertising campaign. The view shows two skiers in the foreground, coming off the mountain and descending towards the Sun Valley Lodge, then named the Challenger Inn. The mountains are covered in snow.

The mid-century tendencies of this map are visible in the soft lighting on the two young faces as well as the sepia feel to the rest of the image.

Sun Valley was the first winter resort destination offered by the Union Pacific Railroad, and it was established in 1936 following an uptick in American interest in winter sports following the Lake Placid Olympics. Sun Valley had been chosen by an Austrian count who had been enlisted to decide the best place to put the resort, choosing Jackson Hole over Mount Rainier, Yosemite, Jackson Hole, and the Wasatch Rain.

Detailed Condition: